

FIFTY CENTS

NOVEMBER 1961

The **QUILL**

A Magazine for Journalists

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How Free?

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THE
NEW
AMERICAN

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You expect more from American—and you get it!

AMERICAN OIL COMPANY



Calorie Counting Grows Into A National Pastime

Millions of Americans Have a Strong Desire to Shed Excess Pounds, But Too Few Have the Will Power

Calories Aren't Necessarily Bad

The calorie is a unit by which heat is measured, and it is also the unit used to express the amount of heat or energy produced by foods. Thus, for example, when we say that an 8-ounce glass of milk contains 165 calories, we are talking about the energy production required to ride a bicycle at a moderate speed for about an hour (175 calories required), or slightly less than the amount of calories needed to dance the foxtrot for one hour (210 calories).

Oftentimes foods are promoted as being "low calorie" items, but all too frequently there is little or no basis for comparison to determine what the promoter is using as a base. In many minds the word, *calorie*, unfortunately, has a very nasty connotation. The mere suggestion that a food product contains calories is enough to mislead many people completely about that food product.

One of the greatest areas of confusion these days is in the relationship between calories and other nutrients present in foods. The terms "empty calories" and "armored calories" have been used in an effort to distinguish between those foods that provide essential nutrients along with their calories (armored) and those foods which provide little more than calories for energy production (empty).

Quacks and Faddists Ride the Bandwagon

There are some societies throughout the world today, as there once were groups within the United States in the not too distant past, who look upon obesity as a sign of affluence. The man whose wife and children are fat is considered to be a successful provider.

Today there is little question among health authorities that obesity is a major health hazard affecting many millions of Americans. And those who determine styles and fashions have also decreed that fatness is undesirable, that it is, in fact, evidence of slovenliness. It is probably this cosmetic influence, even more than the health influence, which has produced a generation of calorie counters in this country.

Knowing how difficult it is for many people to achieve and maintain proper body weight, the food faddists and quacks have entered into this field and have reaped a harvest of dollars at the expense of disillusioned and oftentimes seriously injured people. Pills and potions and machines of many kinds have been sold, often at ridiculously high prices, but the buyers very likely have not had much success in weight control.

Mass Media Are Main Source of Information

Market research studies done recently for the American Dairy Association confirm again quite clearly that the mass media are the chief source of public information about dieting for weight control. This confidence in the media on the part of the public as a source of information on this subject makes it imperative, of course, that the kind of information provided is sane and sensible and in the best interests of the readers, viewers, and listeners.

There is never anything to be gained by suggesting to people that weight control is easy or anything other than a lifetime

project for those who are having difficulties. Efforts to take off weight fast through fad diets or pills or with machines are seldom successful, for they do nothing to accomplish changes in basic eating habits and attitudes which led to the excess weight in the first place.

Anyone who needs rapid weight loss for any reason at all should accomplish this strictly under the close supervision of a physician. As a matter of fact, anyone with weight control problems should discuss these with his physician in order to get at the basic problems and to work out a weight reduction and weight control plan that will best suit the individual. There may be some serious psychological adjustments to be made before the weight control problem can be tackled with any hope for success.

Weight Control Deserves Very Serious Attention

Because obesity more often contributes to shortening the life span by being a complicating factor in other diseases, the public has not become as shocked about weight control as we have about such diseases as cancer and atherosclerosis. But it is a certainty that millions of man-hours are lost annually as a result of the effects of obesity. Of much more importance, perhaps, is the heartache that many millions of people, especially many of our teenagers, go through in trying to control their weight to meet their ideals of how they should look. These people need help, and all of us, including the mass media, ought to work toward the goal of providing sane and sensible advice about weight control.

We do know that sound weight reduction and weight control programs must be based on consuming a well balanced diet, a diet balanced in terms of providing essential food nutrients as well as the correct amounts of calories to meet energy requirements. Weight control based on a well balanced diet, rather than relying upon faddist diets or special food preparations, is likely to be much more successful because such an approach does not require drastic changes in food consumption patterns and also provides the basic diet that can be continued not only while losing weight but also after the desired weight level is achieved.

A well balanced diet, adequate physical activity, and the solution of any serious psychological problems which may result in overeating are certainly among the key elements in solving the weight control problems in this country. Encouraging any other kind of approach is misleading and could very well be dangerous to the future health of people who may follow any of the faddist or quack suggestions.



american dairy association

Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

The QUILL

A Magazine for Journalists

NOVEMBER, 1961—Vol. XLIX, No. 11

Founded 1912

Sigma Delta Chi's National Objective: "Seek Talent for a Profession which Thrives on Truth, Trust and Freedom"

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The Editor's Column Right



JACOB SCHER

• Professor Jacob Scher, professor of journalism at the Medill School of Journalism, Northwestern University, died September 28 of cancer at the age of 52. In that moment the journalism world lost a powerful ally of the press in its continuing fight to gain access to Government news. He was a recognized authority on the law of the press. Jacob Scher was a lawyer and a teacher both, and his journalism roots were imbedded in a previous career with the working press. Students mourned the loss of a friend and tutor. David Botter, chairman of the school's editorial department, well expressed the campus sentiments when he said, "My sorrow is for the generations of students who will not have the benefit of association with him." Representative John R. Moss (R-Calif.) who heads the subcommittee set up to investigate cases of news suppression, said, "Mr. Scher was most dedicated to the conviction that you had to have information to have a free press."

* * *

• A refreshing message has come across the editor's desk from a true patriarch of Sigma Delta Chi, William McHarry Glenn, first president of the Alpha Chapter at DePauw University. Fifty-two years later he makes this observation: "Our Society (and/or Fraternity) was founded for the undergraduate students in journalism and the WORKING newspaperman. . . . Our Society cannot survive if we neglect the undergraduates who are our lifeblood. Sigma Delta Chi has endured and expanded because it has been accepted nationally for its merit, quality and appeal."

* * *

• Our cover picture is that of Robert Fuoss, the man who is absorbed in redoing the *Saturday Evening Post*. Whether or not he wins subscribers and influences people, there is no question of the magnitude of his task.

THE QUILL for November, 1961

G U E S T E D I T O R I A L

by EDMUND C. ARNOLD

A GOOD BOXER keeps his right hand in front of his chin even as he lets go with a left hook. So I cannot be accused of defensiveness if I point out that I want no restriction placed on the press of America. I am instinctively wary of political interference with journalism . . . such as we can all see upon a near horizon.

So, disclaiming any attempt to shackle the press, I can hook with my left and suggest that America needs a Press Council to sit as "a court of honor" in disputes involving the performance and ethics of newspapermen.

Sigma Delta Chi—as the only professional journalistic group whose main purpose is ethical—has here a brilliant opportunity, and perhaps a weighty obligation. It could serve our profession, our readers and our country by establishing a voluntary Press Council . . . before that is done by legislation.

I propose that such a Council be established as a separate non-profit organization. Its leaders should be the most respected men in the profession, active or retired, practitioners or teachers.

Serving as field men would be a large corps of SDXmen, as well-scattered geographically as possible.

The Council and its functions should be well and constantly publicized.

Here is how it would work. Any person who has a grievance against his local paper, real or imagined (as most turn out to be) would have opportunity to make complaint to the Council. It would set a time and place for the hearing, undoubtedly in the hometown of those involved and during an evening or Saturday. The Council would assign one or more of its field men to conduct this hearing which would be informal.

This would not be a trial, it would be an inquiry.

The plaintiff would make his complaint. The editor would make his explanation. In most cases that would placate the complainant. Just letting off steam to attentive ears is an efficacious remedy. A calm explanation of the mysterious exigencies that surround newspaper publishing comes as a revelation . . . and panacea . . . in most cases.

Mr. Arnold, well known newspaper designer and typographer residing in DeWitt, N. Y., suggests a "Press Council" because he feels that here is an opportunity "to stave off what must otherwise inevitably be a politically created 'court.'"

If it were necessary, the field men would report their findings and recommendations to the Council. Exoneration, disapproval, or—in a rarity of cases—censure would be enunciated by the Council.

Robert Hutchins' is only one articulate and persuasive voice that has suggested governmental control of the press. It is inevitable that others should shout in the future. The journalism profession can forestall such control in this country just as British newspapermen have done. Neither the freedom of the press nor the right to know would be jeopardized; instead, it would be strengthened.

It is far better to have a newspaperman's conduct judged by his colleagues than by an outsider. Only a man who has worked under the relentless pressures of deadlines and the often frustrating need to communicate complex information in artificially concise form can possibly evaluate the performance of a fellow-journalist. The layman cannot exonerate nor excoriate a surgeon; only a fellow surgeon can definitively evaluate what was done under the glare of operating room lights and the twilight of a sickroom.

Complaints against the press fall into two categories: technical and ethical. In both phases, Sigma Delta Chi men are well qualified to reach authoritative conclusions. In the latter, they are uniquely qualified. This is not to suggest that ethics are disregarded in other organizations of newsmen. But SDX from its inception has stressed the ethical.

Establishing and operating a Press Council will not be easy. Neither is writing a 1-head about a fire in Schenectady or interviewing a reluctant mayor. But it is practical.

The cost would not be exorbitant. I have a strong feeling that most travel and incidental expenses—and surely all time and effort—would willingly be donated by the Council and its field representatives. Nor should such burden be great upon any individual; the mere fact that there is an ear for complaint will effectively stifle most of them.

The opportunity is great. As our British compatriots have demonstrated, an articulate conscience of the press serves more than journalists. Ultimately it might well be a major bulwark against encroachment upon basic freedoms, not only of journalists but of all citizens.

This is a job that demands vision, courage, and dedication. What better a group to undertake it than our professional society?

Our Readers Write . . .

CONCERNING 'NATURAL ENEMIES'

- The fact that you have a public relations man writing about what city editors think of public relations men is a tribute to the power of public relations men.

If this is true, it is alarming that four out of five editors responded favorably to the PR man.

The fact is, newspaper men and public relations men are natural enemies. The newspaper man's highest goal is the accurate presentation of a story. The public relations man's highest goal is obviously to tell the story in a manner which will most benefit his employer. He maximizes the good and minimizes the bad to such an extent that the accurate picture is lost. This is what an astonishingly honest PR man recently characterized as "not lying, just truth-arranging."

The answer to the smart PR guy, of course, is more smart newspaper guys.

RAY JENKINS
Managing Editor
Alabama Journal
Montgomery, Ala.

'LOOSE WRITING' DISLIKED

- I'm newly returned to Sigma Delta Chi. I wonder, therefore, if you feature in each issue of your magazine some spoof piece, or is the very loosely written article on loose writing in the September issue presented as a serious effort?

If it is, it's a sad comment on the editing of the magazine for journalists.

"Avoid defining one word with another," Mr. Chandler, the author of "Save Some Words," cogently advises.

And then, his examples: "Midway between. Either will do."

Either will *not* do if the writer happens to mean midway between when he says midway between. It is possible to be between and not midway. Language is best used to convey meaning exactly, not approximately.

There are many more examples. I'll not labor the point by citing them.

JOHN MURRAY
East Lansing, Mich.

IN A POLICEMAN'S DEFENSE

- This is to answer one of the questions asked by L. A. Wilke of Austin, Tex., in his October issue letter about the policeman pictured with his arms folded.

This is a standard alert position for a person trained in the weapons-defense system of *karado*, a sort of judo and karate combination taught by the police academy in Miami.

From this position, which is deceptive in itself, the law enforcement officer can snap into the cleaver blow position which enables him not only to block a blow, but to deliver an effective counter blow.

The incident turned out fine when the "brave citizen" disarmed the dual killer, but most men trained in karado are taught not to take such risks with a loaded gun. Nevertheless, some of the instructors can strike away an aimed pistol before the trigger can be pulled. This is done by watching the eyes of the pistol-holder and reacting with split-second speed. No job for the neophyte.

PHILIP E. DEBARARD, JR.
Division Public Relations Manager
Southern Bell Telephone Co.
Miami, Fla.

A bow of gratitude from the editor to the writer for verifying our conclusion that the policeman was a good actor for a reason.

BOUQUETS OF THE MONTH

- I think you did an excellent job with the pictures in the entire October issue. We at the School of Journalism are especially grateful for the presentation of the Workshop layout with the story.

CLIFF EDOM
Director of Photojournalism
University of Missouri

- I have had an opportunity to go over the last issue of THE QUILL and I congratulate you on the typography and format. It certainly has taken a step forward. I hope you will continue to pay some attention to magazine journalism as it is such an extensive part of our national communications picture and involves so many journalists.

LAWRENCE W. PRAKKEN
Editor and Publisher
Praakken Publications, Inc.
Ann Arbor, Mich.

- I really like the "new look" of THE QUILL. The change is certainly in keeping with the society's forging ahead into a second half century of service to journalism.

CHARLES H. HILGEMAN
President
Arizona State University Chapter

DOES PR SURVEY PROVE ANYTHING?

- Over the last several years, I've intended many times to set down my ideas on the desirable relationship of public relations men with various media for submission to THE QUILL for whatever such observations might be worth.

At long last I arrive at the moment of truth, prompted, I must admit, by Lee Feldman's master's thesis approach to the subject in the October, 1961, QUILL. I have never, to my knowledge, met Mr. Feldman, so none of my remarks should be considered personal.

I have the feeling that all Mr. Feldman's survey really proves is:

1. Fifty-six per cent of the editors he contacted thought the whole thing was too silly to fool with, and

2. There are both good and bad, qualified and unqualified, imaginative and unimaginative and honest and dishonest public relations practitioners.

These answers, I submit, might well have been anticipated and saved both Mr. Feldman and busy editors considerable time.

I seriously doubt that the ratio of P.R. quacks and crooks to the competent and qualified men in the business is any higher than in most other fields of endeavor.

Nor do I see any validity in the Michigan editor's proposal that "there should be an organization which passes on the use of (the public relations counselor title) just as the realtor title is bestowed on qualified men." (Fellow PRSA members, please note this, also!) Unless, of course, our man in Michigan feels that everyone in all phases of media work should be similarly licensed, giving us "registered reporters," "licensed rewrite men," and "bonded city editors."

No public relations man has a vested interest in his clients or enjoys complete freedom of the newspaper columns. When he fails to live up to the client's expectations (whatever these may be), he loses the client. When he loses enough clients, he goes into vacuum cleaner sales or opens a hobby shop.

The debate over the relative duties, intent and qualifications of the press agent versus public relations men Mr. Feldman seemed to be attempting to incite also leaves me unexcited. Honesty should be expected from any purveyor of news. If the publicist, press agent or public relations man is dis-

'Upgrading in Curricula Needed'

honest once—shame on him. If the city editor allows him to be dishonest twice, by using unverified handouts or releases, shame on the city editor.

My personal concept of the qualified relations man goes considerably further than client counseling and preparing releases. Since, technically he should know something about what makes news and how it's gathered, a real public relations man will be an extension of the news media's own staff. Since most public relations people get around as much, or more, than many reporters, they should be able to come up with valuable news tips that might otherwise be overlooked by the press.

At any rate, it strikes me that this type of operation cannot possibly bring anything but better relations between the public relations craft and its news outlets. You'll often find that you're not the first with the tip—but this doesn't take away from the fact that you're trying.

This brings us back to Mr. Feldman's survey and his 427/721 of city editors who criticize the professional public relations expert because "he's unable to sit down at a typewriter and produce accurately, forcefully and quickly a clear piece of copy."

Perhaps our local public relations practitioners are a breed apart, but I am confident that we could pass such a test. However, I recall only one or two instances where this was really necessary. The value of a public relations man to an editor should be in the fact that he is usually able to spend much more time researching, writing and polishing his material than can be allotted to the preparation of the average newspaper story. Other things being equal, this factor should make for upgrading a paper's content, rather than the opposite.

If Mr. Feldman's survey has any real validity and somewhere around 250 city editors, or about 15 per cent of those contacted, actually believe that we furnish poorly-written material and only complicate the already complex job of putting out a daily paper, then the public relations field does indeed suffer from the inept practitioners.

Recognizing that 100 per cent acceptance will never be achieved, I imagine that a 15 per cent dissatisfaction quotient would turn out to be a fair improvement over 10 or 15 years ago.

Without question, I believe that considerable upgrading in education and training of public relations personnel is indicated. I was shocked to learn re-

cently from a young man visiting my office—a graduate of the famed Boston School of Public Relations and Communication—that he had managed to earn a master's degree from the school without benefit of a single newswriting course.

If surveys such as Mr. Feldman's are really necessary, I would much rather see them directed to the curricula of schools purportedly teaching journalism and public relations. This kind of investigation might go part of the way toward cleaning up improper public relations practice.

This has gotten overly long and I've probably dealt at too great a length with the propriety of this kind of survey. My sensitivity on the subject is no doubt occasioned by having helped too many master's candidates to earn their degree by answering such questionnaires, without finding the time to initiate one myself.

THE QUILL, incidentally, shows much improvement.

GERRE JONES
Public Relations
Kansas City, Mo.

P.S. While not even approaching the status of an expert on public relations, I have been in the business some 13 years, the first 10 working for other people, the last three under my own name.

I hold a B.J. from the University of Missouri (1948) and am a member of the Kansas City Press Club (Sigma Delta Chi), Public Relations Society of America and the National Association of Science Writers.

THE REPUBLIC, NOT REPUBLICAN

• I hope the author had it *Republic*, not *Republican*, as the reviewer puts it. I have not yet seen the book (A History of the St. Louis *Globe-Democrat*), but will order a copy in consequence of the review (October QUILL, page 28), having worked on the *Globe-Democrat* many years ago and in 1919 having put the *Republic* to bed for its last and final issue (as night editor) when sold to the *Globe-Democrat*.

The error is one that occurred with frequency in bygone days and the reviewer can be forgiven, but if the author committed it, he compounds an infamy. It was a Democratic newspaper.

JOHN D. RARIDAN
Brush-Moore Newspapers
Canton, Ohio

The reviewer blushes but pardoned points out that Jim Allee Hart's fine history does say "the *Republican*" on page 145, second paragraph.

"Welcome Aboard DELTA"



The warmth of Southern Skies clings to the wings of Delta Jets, even at 600 mph. And in the cabin, all the graciousness of the Old South is rekindled in a service which is personal, quick and exceedingly thoughtful.



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the air line with the BIG JETS
GENERAL OFFICES: ATLANTA, GEORGIA



BEN HIBBS STEPS ASIDE

The New With a

ONE DAY early this year Robert Fuoss discovered that a personal triumph can be an empty-handed experience.

The 48-year-old executive editor of *The Saturday Evening Post* had just won management's approval of the plan he had devised for a complete redesign of the magazine which its editors say Benjamin Franklin founded in 1728.

It was a kind of heady moment for the University of Michigan graduate and Sigma Delta Chi member who had turned his talents to editing after earlier devotion to advertising and promotion.

Yet, even as he thought in terms of celebration and calling his wife at their suburban Philadelphia home with the news that those countless evenings and weekends had been well-spent, Fuoss was aware of a sensation of emptiness.

Perhaps his emotion can best be understood by turning the clock back to the time when he undertook the modernization task and coming forward from there.

It was a situation wherein publishers were waging all-out circulation warfare against each other and, at the same time, were joining hands with one another to do battle against radio and television, their common enemies in the quest for advertising dollars.

OTHER PUBLICATIONS were hiring new editors, giving carte blanche to art directors whose ideas of improvement often involved nothing more than making illustrations larger and larger.

Restlessness tinged the air.

With the *Post*, however, Fuoss had certain assets no others could claim.

For instance, it continued to hold its place as the country's No. 1 text magazine. Competitors who charged that it was old-fashioned and fuddy-duddy could be confronted with incontrovertible evidence that people liked it. Sales were establishing a whole series of new highs (and that trend has continued with average weekly circulation exceeding the 6.5 million-mark).

Also, it was—and is—the leading weekly in single-copy sales. This is the industry's recognized measurement of a magazine's strength. Purchases at newsstands, in supermarkets, drug stores, and other outlets are universally regarded as evidence that the magazine is being

ROBERT FUOSS STEPS IN

Post's Man CHALLENGE

bought because there is something inside the purchaser definitely wants to read, as contrasted with a home delivery subscription where the magazine arrives regardless.

So, that was the picture. No need for the desperation moves competitors found necessary. But a revitalization was indicated if the *Post* was to maintain its traditional leadership.

It can be said that Fuoss unwound his six-foot-four-inch frame, took his feet off the desk, and went to work in seemingly relaxed fashion.

"Seemingly" is the key word there. The relaxed air is misleading. Whereas others might start churning furiously and waving arms and shouting, Fuoss lights another cigarette, and blasts off in his own quiet brand of efficiency.

THOSE CLOSEST to Fuoss know that there is a single-minded purpose in whatever he does. He competes with one thing in view . . . he expects to win. It applies when he is playing cards, or fishing, or anything else.

It didn't take long for newcomers on the *Post* staff to find that this big, friendly guy who took a few minutes to pass the time of day with them had another side, the one he was dead sure would cop the magazine sweepstakes.

Looking into his background to find what made him tick, they discovered that he had come to the *Post* as managing editor when Ben Hibbs became the magazine's editor-in-chief in 1942.

Coincidentally, that was the year the *Post* underwent an overhaul second only to the one unveiled when the "new" *Post* went on sale last September 12.

THE INQUISITIVE also learned that, over the years, Hibbs often referred to his protege as "the best idea man on the staff." Another thing they found was that two of his innovations in recent years were among the most popular features of the "old" *Post*, "Adventures of the Mind" and "Face of America."

Fuoss set out determined to try anything he thought had merit. He enlisted the talents of Kenneth Stuart, art editor of the *Post* and a former cover illustrator.

They talked it out and came to an agreement that the magazine's constant program of minor moderniza-



An example of the art work in the redesigned Post, a sharp departure from the boy-meets-girl illustration familiar to readers in the past.



tions had gone just about as far as possible under its present form. There had to be a major change.

Significantly, their first target was a pet peeve of Fuoss, the business of features starting in the front of the magazine and then being continued on rear pages. That inconvenience would be eliminated if at all possible.

Illustration was another area which received early attention in the Stuart-Fuoss conferences. Stuart was of the opinion that the prevailing tendency of others to enlarge illustrations rather than exercise ingenuity in developing something new and exciting was a trap they should avoid at all costs.

AT THE SAME TIME, Fuoss and Stuart admitted to each other that perhaps the *Post* was at least partially responsible for the ebb in creativity because it bought so many boy-meets-girl type of illustrations that artists considered these to be the only thing the magazine would consider.

Then they hit upon the idea of asking designers to try their hands at magazine illustration.

Men who had devoted themselves to packaging design, record album jackets, advertising art, and other forms of artistic expression were approached. They accepted the challenge and undertook assignments with the understanding that they would enjoy a free hand. "Just use the old imagination," they were told.

What came back was truly eye-opening. The inherent genius of some of the art work they created was a factor in setting the stage for design to assume its first major role in a mass magazine. And those who are familiar with the "new" *Post* know it has worked out just that way.

The adoption of design paved the way for the solution to that old Fuoss bugaboo of having to turn to back pages for the rest of the story.

The design-inspired layouts provided the editors with a means of blending editorial content and illustration

into integrated units on adjoining pages in an exciting manner.

Before long, the idea of illustration complementing text, and vice-versa, spilled over into the photographic side. Unitized layouts, employing advanced photographic techniques, and greater ingenuity in handling cameras, became the order of the day.

Thus the "new" *Post* was born and a cover-to-cover redesign of the magazine was Fuoss's ammunition the day he "sold" management on his idea and then suddenly realized his hands were empty.

To make the presentation, old stories and articles were displayed with artistic treatments which sharply contrasted with what the onlookers had seen the first time around. Other, unused, material was also dressed up for the purpose.

There had been no budget to go out and buy editorial content that might never be used.

After all, Fuoss himself admitted that one or two other plans of modernization had been devised and discarded when their architect discovered that they didn't stand up under later applications of his own standards.

This one had met those tests. And now he was feeling empty-handed. Management had approved his ideas. He must start virtually from scratch.

ONE OF THE difficulties emerging was that the "new" magazine needed a staff. Since the "old" *Post* must be produced each week until the "new" was ready, extra manpower became imperative.

At this point, a new influence exerted itself. The *Post's* own audience surveys had been showing a slight weakness in readership in the 18-25 age group. So, the emphasis was upon hiring younger people with a wide range of backgrounds, experiences and abilities, who could communicate with their own generation and, at the same time, let the rest of the world know what was going on in their minds.

The influx of these youngsters into the *Post's* edi-

The Electronic Press:

by W. THEODORE PIERSON*

I WILL PROBABLY be accused of having a very narrow and parochial view of contemporary human problems when I admit what I am going to admit—that is, the developments that have alarmed me most in recent months are—not the external or internal threat of Khrushchevism—not the threat of nuclear destruction—not the problems of the aged, the unemployed, or our educational system—but the willingness of a vast number of U. S. citizens of widely diverse intellectual and cultural levels to desert basic American ideological principles for petty gain or comfort.

And nowhere is this more evident than in their willingness to accept or even urge governmental dictation and centralized control of broadcast programming in order to alleviate current gripes against television programming. They seem willing to put a government harness on communicators in order to have less adventure-action, quiz shows and old movies on television.

Many besides the crackpots, the ignorant, and the envious, make up this group. I believe the group includes the majority of the FCC, a large number of legislators, and several close Presidential advisors.

It clearly includes many pundits of the press, many outstanding educators, a large number of community leaders, and many parents plagued with the eternal problem of raising children. It also includes many self-anointed intellectuals, eggheads, and status-seeking Philistines.

It includes, strangely enough, many broadcasters and some of their leaders. For, it is not unusual to find broadcasters, after blaming their present popularity nadir upon other broadcasters, suggesting that the Federal Communications Commission should eliminate or control the programs of the others. Some broadcasters, puzzled, harassed and frustrated, ask the Commission or the NAB to tell them what to do about programming. The networks, loud and vigorous on the subject in the past, now so nearly observe funereal silence that one wonders whether the death of these liberties is not something the networks feel sadly forced to accept.

Why am I so singularly alarmed at these particular developments? Why not relax and enjoy it?

My alarm stems from a belief that a free and open society cannot exist if its mass communicators are centrally controlled. And, in spite of the doubts of many of the intellectual elite, I believe that a free and open mass society should be our goal.

I use the word "communicator" as referring to one who operates facilities for the communication of messages. The *mass* communicator selects material and distributes it to the public—his key characteristics are that he *selects* and the messages are *public*. Examples of a *mass* communicator, of

* The author of these views on freedom of programming choice is a communications attorney in Washington, D. C. who participated in the Northwestern University radio-television censorship symposium August 3-4.

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How Free?

by BILL MONROE*

EVERYBODY CONCEDES that freedom of the press is basic to our democracy. Does it make sense not to insist equally on the fundamental importance of freedom of broadcasting at a time when Americans are getting half of their information, at a rough guess, from radio and television?

America used to get all of its information from a free press. Today, let's say, it gets half of it from a free press and half of it from a not-so-free broadcasting. Isn't it true, under these circumstances, that in a broad sense, press freedom has already been watered down, that America's sources of information are less free than they used to be to the very extent that broadcasting is scared of government?

Those more interested in the control of broadcasting than its freedom say that broadcasting should not be compared with the press because one is licensed by the government and the other is not.

I suggest that this difference between the two is vastly less important than the fact that each of them brings information in vast quantities to the American people and thus each of them should be as independent of government as possible.

With this in mind, I would like to discuss a situation which has come to a head in the past 12 months and which, in my opinion threatens to diminish the freedom of electronic news—a freedom which, in fact, has never been fully established in the first place as being co-equal to the freedom so securely enjoyed by the press.

There's a debate raging in this country over the quality of television programs, and I think maybe those of us in the broadcast news profession ought to get into it. The fact is, if this debate eventually brings on changes in the structure of broadcasting and the way it's related to government, it will also change the conditions under which broadcast news functions and thus the conditions under which the American people get news and information. You and I know that even subtle changes in this area of the relationship between government and newsmen, changes that might not be intended or anticipated by anyone, could have serious effects on the atmosphere surrounding news-gathering for radio and television.

I don't think there would be much point in our getting into the specific argument about whether TV programming is good or bad. We would probably disagree among ourselves on that.

Many of us, certainly, suspect that the real complaint of some of the critics is not so much that television programming in itself is bad but that so many people watch it. That's what gives the whole argument its importance—the popularity of the programs that are being deplored.

If a few hundred thousand people were amusing themselves by watch-

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* Bill Monroe, of National Broadcasting Company, Washington, D. C., is past president of the Radio and Television News Directors Association. His address on the subject of electronic press freedom was widely heralded at the recent convention.

The Electronic Press: How Free?—Pierson

course, are broadcasters, the newspapers, magazines, motion picture theaters, and concert and lecture halls.

On the other hand, the *private* communicator merely provides facilities for messages selected by others and guards their privacy. His key characteristics are that he *does not select* and the messages are *private*. Examples, of course, are telephone, telegraph, and mail carriers.

In the consideration of public access to these two different types of communicators, there lies another difference—the facilities for private communication are normally accessible to all senders on a non-discriminatory basis, whereas only a relatively few senders have access to mass communications facilities. And herein lies the key complication of the mass communicator—since he can't serve all senders, he must select what is sent. And if the intended audience does not like what is sent, the blame, naturally, is heaped upon him.

If I am correct in my belief that we have the most free and open society in the world, then that fact lends support to the thesis that there is a direct and casual relationship between freedom of communication and freedom of society.

So, these are the reasons why I am alarmed. It seems unthinkable to me that we, almost without second thought, would blithely trade free communicators for controlled communicators and start merrily down the road to government control of the selectors, just because we thought there was too much violence on television or the fare was, by and large, insufferably dull and uncultured.

It remains unthinkable, in spite of how loudly some theorists and politicians advance their unproven thesis that the net effect of present fare is socially bad. These also are the reasons why, at the risk of being quixotic to some, reactionary to others, just plain stupid to some and calloused to others, I have felt compelled to take issue with many of the proposed cures for television's alleged inadequacies and the attempts of the present Chairman of the FCC to use his leverage as a dispenser of a privilege to force reform in television programs.

I have just two more points. First, the change in television programming that is being wrought by the Minow speeches, buttressed by harassing queries to frightened and timorous applicants, is occasioning a substantial change in broadcast programming. This extra-legal approach is both expedient and subtle for our cultural dictators, inasmuch as it can probably be accomplished without risking a judicial test of the Commission's legal and constitutional authority to directly do what it is indirectly doing.

My last point is that it is impossible to understand why journalistic craftsmen in non-broadcast media either remain silent or applaud the cultural dictators, when every constitutional justification for broadcast censorship can have similar counterparts with respect to non-broadcast media.

Justice Douglas said: "The First Amendment draws no distinction between the various methods of communicating ideas."⁶ If the broadcaster is harnessed by government, how can his brothers feel secure?

⁶ *Superior Films v. Ohio*, 346 U. S. 587 (1954).

The Electronic Press: How Free?—Monroe

ing run-of-the-mill programs, there would be no argument at all. But there are millions upon millions upon millions. There are some people who don't like TV programs but don't mind the fact that most people *do* like them. There are other people who don't like most of the programs and who resent the fact that many millions live with them. These people believe that, if the present programs were not so popular, there would be more programs on the air of the kind *they* like—and they're probably right about that. They also contend that the present programs are generally a waste of time; therefore, millions of Americans are wasting prodigious amounts of time at a period of national peril, therefore, something ought to be done about it.

This argument rests on the debatable assumption that all or many of these Americans, once deprived of the programs they like, would spend the time thus gained improving themselves or the nation. These people seize on the handy tool of government regulation as a weapon to force the reforms they seek. They do it, I suspect, without fully realizing what all the results might be of tightening the government's hold on broadcasting. They do it for reasons they consider impeccable.

The newspaper editor feels the mass of TV viewers should quit looking at those programs he regards as mediocre and spend more time looking at his mediocre newspaper. This editor, of course, does not have the slightest inkling that his newspaper is mediocre, probably because nobody ever bothers to criticize it.

Broadcasting, we're told, depends primarily on entertainment and is different from the newspapers in this respect. I wonder what would happen to newspaper circulation if the papers dropped their comic strips, sports pages, and gossip columns. And I wonder if it's not pertinent to note that the news in newspapers seems to be getting scarcer, whereas the news on radio and TV is getting more plentiful.

Of course, if you could split broadcasting in two, regulate the entertainment side, and leave the informational side free, that might be a tempting possibility. But you can't split a newspaper in two, nor can you divide up a broadcasting station. Let the government intrude on one aspect of their operations, and the shadow of government hangs over the whole enterprise.

We are in the 1960's. If, in these times, freedom of the press applies, as some seem to indicate, to printed news and not to broadcast news, to the old medium and not to the new media, then we have somehow let freedom of the press become seriously diluted by not bringing it into the 20th century.

I don't think we can casually take for granted the future freedom of broadcast news and its growth to the full dimensions it should achieve. It's going to take a certain stubbornness, a certain democratic faith, a standing-together within our industry, an insistence that we are a part of the vital American informational process protected by freedom of the press, a basic confidence—let it be aggressive if necessary—that broadcast journalism has more to offer the American people in freedom than the government regulators have to offer them by methods of official persuasion.

The F.O.I. Report

(Condensed by Clarence O. Schlaver, executive editor of THE QUILL.)

The forty-page *Freedom of Information Report* by Chairman V. M. Newton, Jr., and his SDX committee, is being distributed to delegates at the national convention. Additional copies will be available, on request, as long as the supply lasts, from the Sigma Delta Chi offices at 35 East Wacker Drive, Chicago 1, Ill.

THE CLOAK OF bureaucratic secrecy should be flung completely off the Foreign Aid program and particularly in that pertaining to Latin America.

This is the punch line of the Freedom of Information Committee of Sigma Delta Chi in its annual report to the Society meeting in Miami Beach late in October.

Submitting the report, Chairman V. M. Newton, Jr., managing editor of the Tampa (Fla.) *Tribune*, continues his battle for press freedom with the same zeal he has maintained in the nine years he has headed the F.O.I. committee.

Secrecy regarding foreign aid should end "not only to give the American people their rightful knowledge of the expenditure of their tax funds but also, and equally important, to give world opinion a true picture of American efforts to improve the lot of distressed peoples," says Newton.

The Tampa editor and the committee recommend that President Kennedy, himself, give monthly speeches directed to the world's peoples which "not only will tell the full and complete story of American foreign aid, but also will tell the story of freedom and what it means to man."

Actually, it is asserted in the report to Sigma Delta Chi, the only glimmer of light which has reached the American people on the expenditure of their foreign aid funds has come from Congressional investigations and from such books as *The Ugly American* and *A Nation of Sheep*.

CHAPTERS of the F.O.I. Report, made available at the convention, deal with the federal government secrecy, freedom of information in the 50 states, the news camera in politics and the courtroom, and press freedom in Latin America.

The Sigma Delta Chi committee that prepared this report consists of Newton; William J. Small, news director Station WHAS, Louisville, Ky.; Kenneth F. Cole, city editor, *Beacon Journal*, Akron, Ohio; Alvin E. Austin, head of the Department of Journalism, University of North Dakota; Carl Dorr, *The Blade*, Brighton, Colo.; Roger J. Herz, New York, N. Y.; Bo Byers, Bureau Chief, *Houston Chronicle*, Austin, Tex.; Clark Moltenhoff, Washington Bureau, *Des Moines Register & Tribune*; David Howe, Free Press, Burlington, Vt.; Pat Munroe, Washington, D. C.; Theodore F. Koop, director of Washington office of Columbia Broadcasting System, Washington, D. C.; Lew Larkin and Ira McCarty, *Kansas City Star*; and Don Benson, *Des Moines Register & Tribune*.

Why the emphasis on focusing the spotlight upon foreign aid?

The Freedom of Information Committee reports:

"Since the close of World War II, Stalin, Khrushchev and other Russian leaders have made great propaganda gains in the Cold War by their promises that Commu-



Bob Howie, who drew the special Freedom of Information cartoon at the right, is staff cartoonist for the Jackson (Miss.) Daily News. A member of SDX (Miss. Prof. '59), he is a graduate of Tulane University. In Jackson since 1956, he was formerly a sports cartoonist for the New Orleans Item.



LIBERTY HOLDS THE TORCH

nism is the answer to the world's under-nourished.

"During that same period of 15 years, the United has spent approximately \$75,000,000,000 of American tax funds in foreign aid projects around the world. "Yet," asserts Chairman Newton, "a secret Department of State poll of opinion in foreign lands, which caused great hullabaloo in the presidential campaign of 1960 but which has not been given in detail to the American people, indicated that American prestige has declined around the world."

It is pointed out that in 1961 Congress voted more than four billions and agreed also to an 8.8 billion loan program and foreign aid plus an agreement at the Inter-American Economic and Social Conference to spend \$1,000,000,000 in foreign aid funds in Latin America before March 1, 1962, and a total of \$20,000,000,000 in the next 10 years.

SAYS NEWTON, "The billions of American tax dollars are designed to offset the growing world-wide threat of Communism, which already has very definitely moved onto the United States doorstep in Castro's Cuba.

"Up to this point, all American foreign aid funds

have been spent in deep, dark bureaucratic secrecy. Not only have the American people been deprived of their rightful knowledge on the expenditure of their tax funds, but it is very apparent that our bureaucratic secrecy has barred knowledge of the United States foreign aid program from the distressed peoples of the world. Otherwise, American prestige would not have been on the decline in foreign lands."

But, there is a ray of hope.

President Kennedy has overruled his Secretary of State to make certain International Cooperation Administration reports on the expenditure of foreign aid funds available to Congress and the General Accounting Office, explains Newton in his detailed report.

"HOWEVER," he continues, "in other respects the Washington information picture is for the most part about as it was under the Eisenhower Administration, with most records and actions of Federal Government hidden by bureaucratic secrecy.

"President Kennedy's one retreat from 'executive privilege' could be highly significant in the over-all battle for freedom of information. If there is any con-

'it is essential that the newsmen continue the open government fight'

sistency in his position on this issue over the next months, then this could be of prime importance."

Continuing interpretation of the President's stand on freedom of information, Newton quotes a speech by the Chief Executive on May 8, 1961 to the National Association of Broadcasters when he said:

"The essence of free communication must be that our failures as well as our successes will be broadcast around the world."

But, the Tampa editor asserts, there has been a big gap between the freedom theory voiced by President Kennedy and the activities of various individuals in his own administration. For example a memorandum is quoted as issued on July 20, 1961 by Frederick G. Dutton, Special Assistant to the President, which stated:

"Employees may not disclose specific information without either appropriate general or specific authority under agency regulations."

The White House responded immediately with a reversal of philosophy in the Dutton Memorandum. Even with this hopeful note Newton concludes:

"As far as Sigma Delta Chi and other news groups are concerned, the record of the first months of the Kennedy Administration indicates that continued watchfulness is needed. The statements of principle by President Kennedy are not enough and only an informed and persistent criticism of unjustified secrecy will bring about changes.

"The full test for the Kennedy Administration will come in the next few months as problems arise that might bring some embarrassment. Careful review of how President Kennedy and his cabinet members handle these situations will give us a full view of what freedom of information means under pressure."

NEWTON maintains that one of the key drawbacks to extension of the American people's right to know about their government in Washington "has been the very great affinity of the members of the U. S. Senate for the bureaucratic secrecy."

Both Republicans and Democrats are chided in the Newton report which says:

"The Democratic Congress, which pummeled the Republican bureaucracy all over the Washington premises for its secrecy between 1955 and 1960, lost much of its enthusiasm for freedom of information with the advent of a Democratic bureaucracy in 1961.

"The Senate Subcommittee on Constitutional Rights, which was taken by the late Sen. Thomas C. Hennings, Jr. (Dem.-Mo.) into a titanic struggle against the bureaucracy over 'executive privilege,' dropped free-

dom of information altogether from its 1961 program. . . .

"But the booting of the political football was not confined to the Congressional committees. Such Republican stalwarts as Sen. Everett M. Dirksen (Rep.-Ill.), Sen. Hugh Scott (Rep.-Pa.), Sen. Barry Goldwater (Rep.-Ariz.), and Sen. Styles Bridges (Rep.-N. H.), thoroughly lambasted the Kennedy Administration for its secrecy during the early months of 1961. Yet not one of these men spoke up for freedom during the Congressional investigation of the secrecy of the Eisenhower Republican Administration during 1955-60."

In the States . . .

The legislatures of two states—Missouri and Nebraska—adopted the open records law in 1961 without a dissenting vote, bringing to 24 the number of states which have written into law Sigma Delta Chi's model freedom of information legislation during the last seven years.

Thirty-five states now have laws stipulating that all records of their governments must be open to the inspection of their citizens.

The Freedom of Information committee declares:

"Over-all, the national freedom of information picture gradually improved over the year in the lower levels of the American government, and this is particularly true in the 35 states which have adopted open records laws and the 26 states which have open meetings laws on their books."

It is pointed out by Newton that fewer individual cases of secrecy in city, county and state governments are being lodged with the committee each successive year.

"Yet," the chairman asserts, "15 states do not have laws guaranteeing their citizens the right of inspection of the records of their government and 24 states have yet to adopt laws forcing their public officials to conduct the people's business in the open for all to see and hear. And it is these states that today are producing most of the complaints of secret government."

NEWTON ISSUES the following challenge to the nation's press:

"In view of the continuing tight curtain of secrecy draped over our Federal Government in Washington and its constant threat to the democratic procedures of our free American government, it is essential that the nation's newsmen continue their fight to get the principle of open government written into their state laws.

"Your committee reminds once again that when an

'congress has debated, not acted upon' lifting of the equal time provision'

individual state adopts our freedom of information legislation, its Senators and Representatives in Washington usually lend a more sympathetic ear to our struggle against the Federal secrecy."

The 35 states which now have open records laws on their books are Alabama, Alaska, Arizona, California, Connecticut, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Vermont, Washington and Wisconsin.

States which have established an "open meetings" policy by law are Alabama, Alaska, Arkansas, California, Connecticut, Delaware, Hawaii, Idaho, Illinois, Indiana, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Nevada, New Mexico, New Jersey, North Dakota, Ohio, Oklahoma, Pennsylvania, Utah, Vermont, Washington and Wisconsin.

The News Camera in Politics and Courtroom . . .

"To date, there is little evidence that the members of the new administration are any less reluctant to lift the veil of secrecy than were their predecessors."

This statement was made by Newton in releasing the "News Camera in Politics and the Courtroom" portion of the Freedom of Information report.

Newton commented further:

"Radio and TV news people in the capital are not reporting any special increase in the growing trend toward government censorship but they note that the abundance of hard news in the early months of the Kennedy Administration commanded the attention of the media to the point where there has been little investigative reporting."

OTHER HIGHLIGHTS of the F.O.I. report by Newton and his committee are:

—In some communities, San Francisco and Austin, Tex., among them, authorities have attempted to prevent monitoring of police radio broadcasts for news gathering purposes.

—It is suggested that members of the Bar Association and the various media of journalism make a study on the local level "of the effect on the participants of a trial of the presence in the courtroom of TV, radio or photography."

—The Radio Newsreel TV Working Press Association

of New York has expressed "shock" at Governor Nelson Rockefeller's veto of a bill permitting radio and TV coverage of legislative and commission hearings. A continuation of the association's four-year fight for such legislation is pledged.

—Congress has debated, but has not taken action, on whether the temporary lifting of the equal time provision (Section 315) of the Communications Act which permitted the Kennedy-Nixon debates should be continued. Some industry representatives have proposed that Section 315 be repealed, thus freeing state and local as well as national candidates from restrictions.

—The California legislature in 1961 broadened its law giving newspapermen the right to withhold sources of information. The law now provides similar protection for radio-TV newspapermen.

—Debate has raged over President Kennedy's suggestion (made to the American Newspaper Publishers Association) that there be some sort of self-imposed censorship of news media. In this respect, Leroy Collins, president of the National Association of Broadcasters, is quoted as saying:

"Of course, one should not question that our exercise of freedom to report news and comment on it must be responsible.

"But we will do a dreadful disservice—not only to broadcasting but to the American people and our government—if we allow our journalistic integrity and independence to become the pawn of any government, even our own, and even if it is 100 per cent right in its motives."

In Cuba . . .

The Free press in Cuba is now completely extinct, powerless to reveal Fidel Castro "as one of the most ruthless of all the power-grabbing dictators the world has ever known."

This analysis was made in release of the final chapter of the F.O.I. annual report.

The final blow at a free press in Cuba was leveled, asserts Newton, with the closing of the Roman Catholic magazine, *La Quincena*. The Cuban people then, he said, "were left completely isolated from the free world . . . of the 16 dailies that operated in Havana when Castro ousted the Batista regime in January 1959, only six remain—and all six now speak with a single voice in praise and support of the Castro regime." Newton further comments:

"Joining in the anti-U. S. crescendo have been all of Cuba's radio and television stations. All have lost their

THE F.O.I. REPORT . . . Continued

freedom and now operate in a one-purpose pro-Castro network.

"In this entire picture, one bright light for a one-day resurrection of a free press and other freedoms in Cuba continues to glow. This is the determined efforts of the Cuban editors-in-exile who, from the United States and other points outside their native island, continue doggedly to publish their papers."

To the list of such papers has been added the *Times* of Havana, which resumed publication with a weekly Caribbean edition from Miami April 20, 1961—just four months after its editors and staff were driven from Cuba. Five other "exile" papers already were in production in this country.

A complete blackout on all information concerning the attack inside Cuba and a rigid censorship which banned all dispatches by foreign correspondents prevented the Cuban population from learning about the abortive invasion in April of this year, the Sigma Delta Chi committee points out, saying:

"Leaders of the movement had counted heavily upon support from enemies of Castro from within Cuba."

Among other freedom blackouts in Latin America quoted by Newton's committee are:

Dominican Republic—Newspapers remain under the thumb of the new government, although there apparently has been no censorship or interference with news flowing out of the country.

Peru—Installations of a newspaper owned by Oscar Arruz in Callao were destroyed.

Bolivia—The newspapers *La Razon*, *La Paz* and *Los Tiempos* were particularly oppressed.

Argentina—Censorship was instituted on several occasions when Peronists touched off anti-government rioting.

Nicaragua—A trend toward liberalizing press restrictions was halted when censorship was ordered Nov. 11, 1960, following disorders in Carazo province. Suspension of freedom of the press and other constitutional guarantees was defended by President Luis A. Somoza in January as necessary "to preserve public order and social peace." Censorship continues to throttle opposition newspapers and interfered with incoming and outgoing news dispatches.

Haiti—Censorship on all cable messages out of Port-Au-Prince, the capital, to the interior as well as to points abroad threatened to produce a total news blackout during a state of emergency declared in January, 1961. President Francois Duvalier took stern measures to hold off a threat to his regime by an organized opposition. A state of siege already had existed for six weeks. The newspaper, *La Phalange*, was closed for voicing criticism of the government.

Guatemala—The newspaper, *El Imparcial*, was forced to close in Guatemala City at the time of an abortive uprising against the government, but was allowed to resume publication after 24 hours. Its general manager, however, was forced to flee to the United States.

Precedent Set in Michigan

Youth's Murder Trial Taped for Radio Station

- IN WHAT IS believed a precedent for Michigan, Station WJBL-Radio, Holland, Mich., was granted permission to tape record the recent murder trial of a 16-year-old Holland youth.

WJBL News Director Doug Tjapkes said he asked the permission of Circuit Judge Raymond L. Smith to record the trial proceedings "because of widespread interest in the case of James Scott Stephan who was accused of killing two young Holland girls."

Although such proposals have usually been denied in the past, Judge Smith said he had no objection to the plan. In arrangements completed before the trial started, the WJBL reporter was provided a special seat closer to the witness stand to insure a better pick-up by the station's small, portable recorder.

Tape recorder difficulties the first day and a half prevented the station from getting much usable material, Tjapkes said. He added that the trouble was cleared up and parts of the trial which were broadcast included the prosecuting attorney reading a confession signed by the accused youth; main testimony by prosecution and defense psychiatrists and psychologists concerning the sanity of the accused; an edited portion of the judge's charge to the jury; the jury foreman returning the verdict; the defense attorney asking for a poll of the jury and the poll itself; and the judge ordering the convicted youth to jail to await sentence.

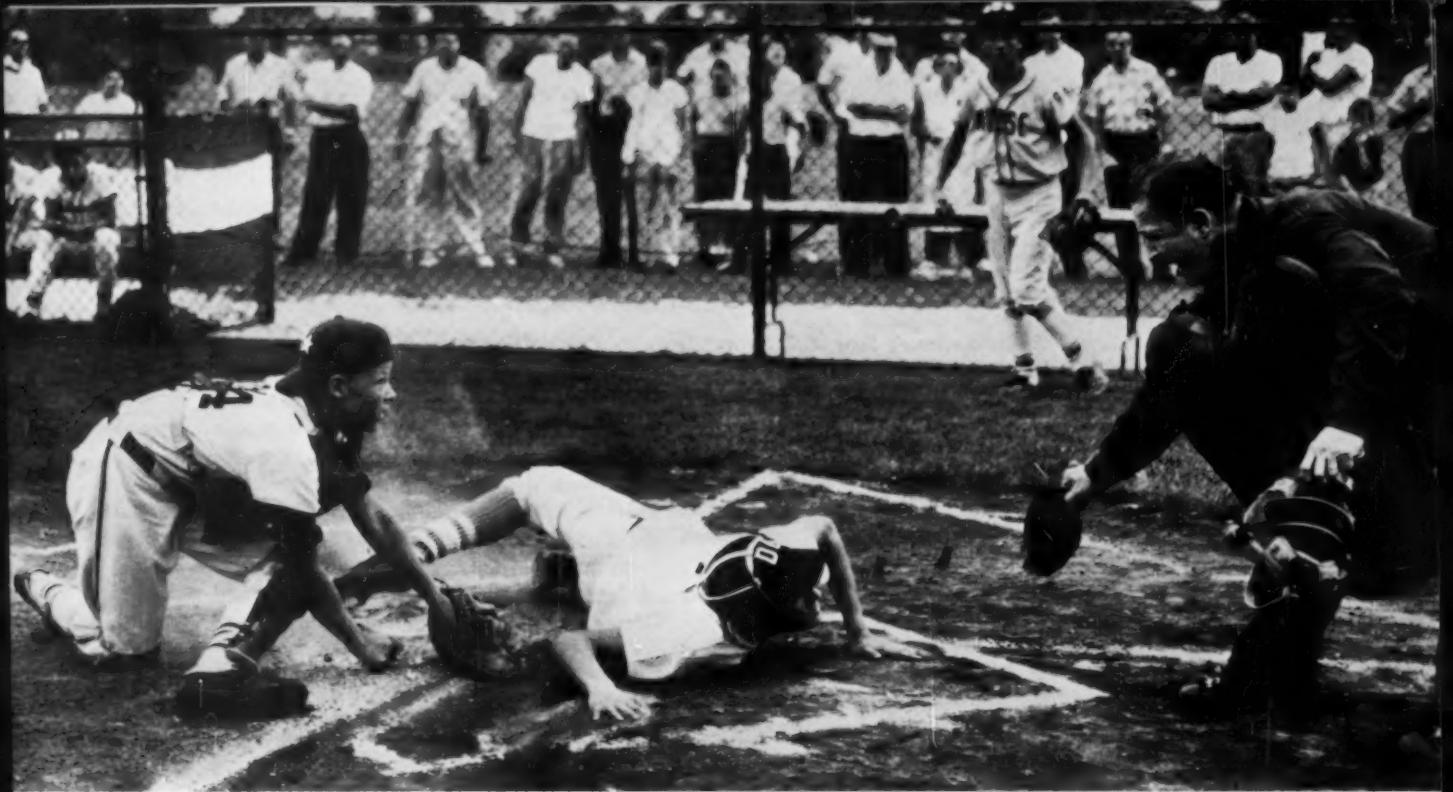
The pronouncement of sentence, expected sometime in October, was also to be taped for broadcast, said Tjapkes.

Prior to the trial, the defense attorney had objected informally to the judge, saying reporters could now just as well bring television cameras and lights into the court room. But Judge Smith did not agree, Tjapkes said, saying the tiny tape recorder would not interfere with the processes of a fair trial.

At the end of the trial, Judge Smith said he had heard some of the tapes and he had no objection to the station's handling of the recorded material. The defense attorney also said then that he had no objection as to the manner in which the recording was handled, although he still questioned the matter of taping trial testimony for broadcast.

Tjapkes said that Rob Downey, executive secretary of the Radio-Television News Directors Association (RTNDA), called the taped trial reporting "a precedent for Michigan."

Dr. Fred Siebert, Dean of Michigan State University's College of Communications Arts, congratulated WJBL on breaking down the barrier on tape recorded reporting of court proceedings.



PHOTOS OF THE MONTH

The accompanying photos—"Whatta Ya Say, Ump?" (top) and "The Senator Swings Out" (right)—were selected not because they were prize winners in the Illinois AP contest, but because of their candid capture of human expression. The sports picture was taken by John Pusillus of the Chicago *Daily News* at a Little League baseball game. The eyes have it—two boys pleading for an umpire's favorable decision. Jack Lenahan of the Chicago *Sun-Times* took the other picture of Senator Paul Douglas (Ill. Dem.) in obvious enjoyable action during a folk dance at a Czechoslovakian Freedom Day in Chicago. In both cases a 4 x 5 Speed Graphic was used.



THE BOOK BEAT

'Citizen Hearst'—A Revealing Biography

By W. A. Swanberg (*Charles Scribner's Sons, 597 Fifth Ave., New York, N. Y., 560 pages, \$7.50*).

WILLIAM RANDOLPH HEARST, once the controversial ruler of both San Simeon and a newspaper empire, strides through the many pages of W. A. Swanberg's biography like a Colossus of Rhodes wearing the garb of enigma. The biographer may have taken his cue from the late Irvin S. Cobb who in *Exit Laughing* said:

"I never felt I'd met the real! Hearst. Mainly I beheld only his outer shell, the protective film behind which lurked a secretive, aloof being whose personal convictions were not to be fathomed, whose private viewpoints were only to be guessed at."

Hearst, the citizen, one of journalism's best known figures for at least five decades until his death at 88, is perhaps best remembered because of certain chapters in his personal life. These moments are exposed with almost pitiless candor. At the same time the author portrays Hearst as a Nero of politics and a patron of the arts.

Any remaining contemporaries of Hearst's flamboyant times will chuckle over the author's recital of the publisher's attempts to get the biggest, the best, the un-

expected, and the bizarre, in any kind of news coverage, regardless of expense. His rivals must have waited with their typewriters quaking for the next move of a man who had the audacity to send a whole boatload of writers to cover the Klondike gold rush or to hire Mark Twain to describe Queen Victoria's coronation.

This was William Randolph Hearst, "The Chief," who could shake up his editors by a telegram from San Simeon and who could command headlines for a constant actress companion, the late Marion Davies.

Critics of Hearst will find much in Swanberg's writings to back up their claims that he was an irresponsible publisher who typified yellow journalism at its worst. But these same critics will perhaps admit that here was an exponent of personal publishing, the likes of which are not found today. His newspapers never left the readers in doubt as to the identity of the publisher who first spawned them and then ruled them with a flourish which has passed from the journalistic scene.

This book is not kind to the kin of its principal. The sons can only shrug it off with a determination to continue their own financial independence and editorial integrity through the ability which they are reputed to possess in good measure.—COS

Industrial and Business Journalism

Russell N. Baird and Arthur T. Turnbull, authors. (*Chilton Books, Chestnut at 56th Streets, Philadelphia 39, 402 pages, \$7.50*)

INDUSTRIAL and business publications today constitute a career area rich in rewards for journalism. Here, in readable form, is both a textbook for the student and a refresher course for the editor who wants to learn more about the day-to-day business of preparing a magazine efficiently and economically. Techniques of editing and production are fully explained.

The book gives consideration to all types of business and industrial periodicals, including business papers, association publications, and the various company-sponsored magazines.

Of more than passing interest are the introductory chapter acquainting the students with the characteristics of industrial and business journalism, and the closing chapter which discusses the legal responsibilities of editors in this field.

Desirable characteristics of good layout avoiding the impression created by a shotgun blast that scatters pellets everywhere; the control of engraving costs; the easy method of matching typewritten copy to printing areas; communication with the printer in positioning of the

various elements—these and other chapters make this a solid, informative book.

Typical of the practical advice given by the authors to men with problems and a limited budget for production of magazines are these paragraphs:

"To compensate for the lack of ability to design and sketch, many editors have developed some techniques that students can readily put to use in the classroom or at work on their first job. . . .

"The first of these techniques is the maintenance of a layout idea file. A scrapbook full of pages torn from other magazines can provide an endless stream of good design ideas. When you find some pages which show that an editor did an exceptionally good job with a tough layout problem, file these pages. Then when you face the same problem, you can adapt the idea to fit your needs."

The procedure outlined in what is essentially a textbook may be old hat to experienced trade and industrial press editors. But it is a safe guess that the majority of their helpers can profit from the authors' restating of basic principles. That is why this book can be recommended for the neophyte editor as well as the student.

One Small Drop of Ink

By Foster MeHarry Russell (250 pages. Published by Exposition Press, Inc., 386 Fourth Avenue, New York 16, \$3.50).

THE AUTHOR uses words with love, respect, and skill in these essays from his scratch pad, published in his role as editor of The Cobourg *Sentinel-Star*, a weekly newspaper serving a community seventy miles east of Toronto, Canada.

Capital punishment, unionism, patriotism, a bird

with a broken wing, the right to vote, parking meters, "squares,"—the list of topics covered has infinite variety.

There is always something thought-provoking and exciting as Editor Russell has people of all kinds walk through the pages of his book. They include Patrick Laurie, pioneer Canadian newspaperman; Samuel MeHarry, champion of civil rights; Lloyd Roberts, writer; Bliss Carman, poet; John Guy, blacksmith; Gordie Howe, hockey player; and Janice, a brave blind girl.

Your Future in Journalism . . . Paperback Edition

A new paperback edition of *Your Future in Journalism* has been made available by the author, Arville Schaleben, managing editor of The Milwaukee *Journal*. Selling for 50 cents it is produced under reprint rights by Popular Library, Inc., 355 Lexington Avenue, New York 17, N. Y., using the career series of Richards Rosen Press, 13 E. 22nd St., New York 10, N. Y., which publishes Schaleben's book in two hard cover editions.

The paperback, the author hopes, will be purchased by high school youngsters because as he tells THE QUILL: "I do have scores of favorable letters and re-

views of my book, yet the evidence is overwhelming that our profession is dangerously delinquent in its responsibility toward seeing that there are good journalists tomorrow. I am terribly disturbed in this regard, even though I am fairly aware of some awakening."

The hard cover for the trade retails at \$2.95 but under arrangements made with the Richards Rosen Press it is available to newspapers for bulk purchase at \$1.77. The other hard cover edition meeting the specifications for textbook use sells at \$2.65 net.

QUILL Recommends:

• *Borah* by Marian C. McKenna (The University of Michigan Press, Ann Arbor, Mich., 450 pages, \$7.50). Journalists who were Borah's contemporaries will find this a sparkling first full-length biography documented by history and incident. It fittingly portrays the Senate giant from Idaho who was described by Raymond Clapper as a "strong balance wheel in American opinion."

• *The First Book of They*, written by William Scudder and designed by William Duffy of McCann-Erickson advertising agency (Harcourt, Brace & World, Inc., 750 Third Avenue, New York 17, \$2.95). What do General Sarnoff, Ralph Bunche, Schrafft's waitresses, the New Haven Railroad, and Macy's have in common? They are all THEYS, mentioned in this cleverly illustrated and rowdy exposé of ultimate irritation. The creators of this little volume decided to identify the elusive THEY as an occupational antidote.

• *The American Newspaperman* by Bernard A. Weisberger (University of Chicago Press, 5750 Ellis Avenue, Chicago 37, 226 pages, \$4.50). The author, an associate professor of history at the University of Chicago, interprets the history of the press in days of the "Infant Republic." Then, he becomes current and asks whether there is a "Vanishing Newspaperman?" He suggests that the press might be saved in an era of cost consciousness by the development of more local talent to replace syndicated writers and an effort to develop a distinctive character.

• *Business News* (Texas Daily Newspaper Association, 3333 West Alabama, Houston 6, Texas, \$1.50). This 61-page booklet grew out of a tape-recorded meeting of 16 Texas newspaper

business editors and writers, a conference sponsored by the Texas Daily Newspaper Association. Among the subjects covered are what makes a news release acceptable, business-page photographs, business columns, the place of human-interest stories on the business page, the use of graphs and charts, etc.

• *The Convenient Coward* by Kenneth E. Shiflet, SDX member who was initiated at the University of Indiana in 1957 (The Stackpole Company, Harrisburg, Pa., 38 pages, \$5.95). This book by Col. Shiflet (now commanding the 51st Signal Battalion in Korea) represents a six-year job of researching and writing to produce a fictionalized biography about Custer's second-in-command who was "so convenient" to be the scapegoat for the disaster at the Little Big Horn.

• *Spell It Right!* by Harry Shaw (Barnes & Noble, Inc., 105 Fifth Avenue, New York 3, 150 pages, \$1.00). This helpful addition to the Everyday Handbook series has a legitimate excuse for publication in the fact that the one thing demanded of anyone who has had educational advantages is that he be able to spell. The author puts forth six common-sense, psychologically tested methods of study. Yes, correct spelling can be made easy.

• *The Writer's Handbook*, by A. S. Burack (The Writer, Inc., 8 Arlington St., Boston 16, Mass., 758 pages, \$6.95). Here's an old friend, in fact the bible of the free-lance writer, in a new 1961 edition, completely revised and enlarged. It tells what to write, how to write it and where to sell it. Chapters by such acknowledged craftsmen as Margaret Culkin Banning, Erle Stanley Gardner, MacKinlay Kantor and Maurice Zolotow help to make this a complete writer's library in one volume, as indispensable as the dictionary or thesaurus.



Benjamin Franklin Honored

Historic Site

Said President Scripps:

• "A free, responsible and challenging press that strives continuously to ferret out the facts so better to inform the public is a much more worthy challenge to those who would shackle the flow of information for their own personal gain than any other weapon we in journalism have to wage the continuing battle for freedom of information.

"This, I believe, is the heritage that Benjamin Franklin left to our profession; it is a heritage which we can never afford to forget."

It reads, in full:

*Benjamin Franklin
1706-1790*

Editor, Publisher and Printer whose first printing shop occupied this site when, on June 10, 1731, he stated his insistence on a free American press:

*"When men differ in opinion,
both sides ought equally to have
the advantage of being heard by
the public."*

*Sigma Delta Chi
Professional Journalistic Society
1961*

The quote was taken from Franklin's well-known "Apology for Printers" which appeared in the *Gazette* on the 1731 date.

The Franklin descendants were O'Donnell Iselin, 8, and his sister, Maud Duane Iselin, 6, of New York City, great-great-great-great-great-grandchildren of Franklin, and grandchildren of Mr. and Mrs. Morris Duane of suburban Bryn Mawr. Duane is a prominent Philadelphia attorney and civic leader.

Joining the ceremonies were more than 200 delegates from all parts of Pennsylvania to the 37th annual convention of the Pennsylvania Newspaper Publishers Association, including James M. Driscoll, editor of the Connellsburg (Pa.) *Daily Courier*, president of PNPA. Members of the Greater Philadelphia

by ROBERT D. CROMPTON

PHILADELPHIA—Benjamin Franklin was honored by America's journalists on September 29 at the site of his first newspaper office here with a bronze plaque carrying those historic words he penned there 230 years ago:

"... When men differ in opinion, both sides ought equally to have the advantage of being heard by the public."

The plaque made Philadelphia journalism's "1961 historic site" as Sigma Delta Chi hailed Franklin as an editor and publisher and defender of freedom of the press at the location at 139 Market Street, where he published the

famed *Pennsylvania Gazette* and *Poor Richard's Almanack*.

Edward W. Scripps II, of Washington, vice president of Scripps-Howard Newspapers, and national president of the society, presented the plaque to two young direct descendants of Franklin and Mayor Richardson Dilworth of Philadelphia.

It was then sealed in concrete near the curbline of the property where Franklin lived from 1728 to 1739. The plaque was the 17th awarded by Sigma Delta Chi since 1941 to outstanding journalists of the nation.

Robert D. Crompton, 39-year-old public relations officer of the Reading Railroad in Philadelphia, handled publicity for the Sigma Delta Chi historic sites event in Philadelphia. He was right at home in doing this because writing about early engravers of the Federal period of American history is his hobby, and he knows the "old city" of Philadelphia better than he knows his home—in Glenside, a suburb. His most recent articles on engravers have appeared in "The Art Quarterly," "Antiques," and "Today," the Philadelphia Inquirer Sunday magazine. In addition to early American engravings, he also collects early portraits and primitives. He began his career as a copy boy to the editor of the Inquirer while attending journalism classes at Temple University, later spent seven years with UPI in Philadelphia, and also served as publicity manager of the Greater Philadelphia Chamber of Commerce. Currently, he is vice president of the Greater Philadelphia chapter, SDX.



Marked by SDX in Philadelphia

Said Mayor Dilworth:

• "It is plain to see that in his editorial capacity, Franklin was able to move the minds of the public toward thoughtful discussion and a deeper sense of civic consciousness. His concept of journalism as a responsible and dutiful force in community life is an abiding principle in our national life.

"Sigma Delta Chi adds lustre to the name of Franklin. Your plaque will serve to remind visitors to this historical area of Franklin's career as a journalist and stalwart champion of America's free press."

chapter of Sigma Delta Chi also attended the ceremonies, as well as national staff officers of the society, which has headquarters in Chicago.

A luncheon for the guests at the unveiling followed the ceremony at the Bellevue-Stratford Hotel.

In presenting the one-by-two-foot bronze plaque, Scripps called Franklin a "genius of journalism" and one of the greatest Americans of history.

"We of the journalism profession are deeply proud of Benjamin Franklin's early achievements as an editor, publisher, and defender of freedom of the press and how they paved the way for him to become one of the greatest and most versatile Americans of all time," Scripps said. "His works will live forever in the annals of American journalism."

In accepting the plaque on behalf of the City of Philadelphia and the Franklin descendants, Dilworth declared that "we are standing on ground that will remain forever a landmark in our his-

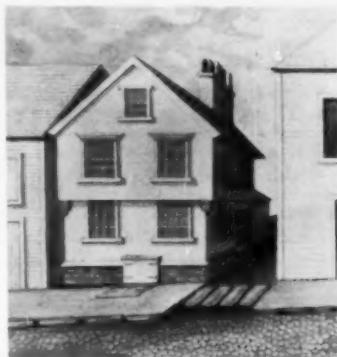
tory as a free people because here is where one of our greatest Americans helped to shape the tradition of a free press dedicated to the interests of the community at large."

Heading the national Sigma Delta Chi committee which picked Franklin and Philadelphia for this 1961 honor was Richard H. Leonard, state editor of the Milwaukee (Wis.) *Journal*. Other members included:

Dr. Harold L. Nelson, School of Journalism, University of Wisconsin, Madison, Wis.; Henry D. Ralph, chief editorial writer, *Oil and Gas Journal*, Tulsa, Okla.; John Doohan, chief librarian, Kansas City *Star*, Kansas City, Mo.; Vincent S. Jones, executive editor, Gannett Newspapers, Rochester, N. Y.; James R. Doran, editor, *The Patriot News*, Harrisburg, Pa.; Charles S. Rowe, editor, *Free Lance-Star*, Fredericksburg, Va.; and Eugene Schroeder, chief, Lansing Bureau, *Associated Press*, Detroit, Mich.

Presiding at the Market Street ceremonies was William B. Dickinson, managing editor of the Philadelphia *Evening and Sunday Bulletin*. Dickinson, Joseph A. Snyder, chief, Associated Press Philadelphia bureau, and Robert D. Crompton, public relations officer, Reading Railroad, served as co-chair-

Continued on next page



THIS DRAWING—called the finest extant picture of Franklin's birthplace on Milk Street in Boston—is owned by Mrs. Robert D. Crompton, wife of the writer of this article. The artist was William Wood Thackara, 1791-1839, of Philadelphia, great-great-great-grandfather of Mrs. Crompton, who wrote at the time:

"The annexed drawing is perhaps the only view of it (Franklin's birthplace) now in existence and was copied from a pencil sketch, almost obliterated, which was taken on the spot by a gentleman a short time before it was destroyed (in 1810)." Thackara, an engraver, drew it while passing through Boston on his way to visit the family of his wife, the former Frances Gordon, in Hempstead, N. H.



LISTENING intently during the Historic Site ceremony are the grandparents and parents of the two Iselin children; Walter Annenberg and Robert McLean, Philadelphia publishers; Bill Dickinson, who presided; and Richard W. Scripps II, SDX president. (Philadelphia *Evening and Sunday Bulletin* photo)

Historic Site Marked . . . *Continued*

men of local SDX arrangements for the tribute.

The invocation was given by Dr. George P. Robins, assistant to the rector of Christ Church, a few steps from the plaque site, where Franklin worshipped for most of his life. He is interred in a simple tomb in the burial ground of the church.

Scripps and Mayor Dilworth also spoke briefly at the Bellevue-Stratford luncheon presided over by Ralph D. Wennblom, associate editor, *The Farm Journal*, president of the Greater Philadelphia chapter of Sigma Delta Chi.

Wennblom hailed the tribute to Franklin as "a catalyst which will serve to strengthen and enlarge Sigma Delta Chi's activities in the tri-state Pennsylvania, New Jersey and Delaware area served by the local chapter."

On behalf of the SDX members in the area, he thanked the national awards committee for their selection of "one of the greatest journalists of all time" for the 1961 honor.

Warren D. Agee, executive officer of Sigma Delta Chi, also addressed the luncheon, attended by both SDX and PNPA members, and praised Wennblom, Dickinson, and the local chapter for "arranging a highly successful and well-planned event."

The location at 139 Market Street where the plaque was placed is in the heart of the "old city" area of downtown Philadelphia—only a short distance from the Delaware River waterfront where Franklin arrived from Boston in 1723, quickly landing a job as a printer.

The house in which Franklin began publishing the *Gazette* in 1729 and the *Poor Richard's Almanack* in 1732 was a three-story brick dwelling, set on a lot 19 feet wide and 39 feet deep, according to Hannah Benner Roach in her definitive account of Franklin's various homes in Philadelphia, "Benjamin Franklin Slept Here," in the *Pennsylvania Magazine of History and Biography*.

The house has long since disappeared, and the site is now occupied by a relatively modern-day hardware-store building. A few feet east, at 131 Market, is the site of Franklin's next of many dwellings in Philadelphia. He lived at that address for a number of years, too.

Franklin's last home in Philadelphia, on Orianna Street (Franklin Court), near 5th and Market Streets is being excavated by archeologists of the National Park Service with a view to restoring it to the state it was at the time of his death there in 1790. Little more than the foundations remain of the

structure and no known contemporary picture of it has been yet located. Hundreds of artifacts have been found in the excavating work, some dating from Franklin's time.

In selecting the 139 Market Street site, Melvin O. Anderson, superintendent of Independence National Park, and Whitfield Bell Jr., associate librarian of the American Philosophical Society Library, Philadelphia, and former associate editor of the "Papers of Benjamin Franklin," were consulted by the local committee and confirmed the location as the most appropriate for the plaque placing.

Pauline Frederick Addresses New York Deadline Club

"I am sure you do not expect me to tell you tonight whether the United Nations died in an African jungle on the dark night of September 17—even if I could."

"I am afraid I must tell you that the United Nations we Americans have comfortably accepted did die that night."

With these references to the death of Dag Hammarskjold, Pauline Frederick, noted reporter of the United Nations proceedings, began a talk which held a Deadline Club audience spellbound on the night of September 28 at the Overseas Press Club.

Miss Frederick had just returned from a memorial service for the strong man of the UN and she brought to her audience a personal contact with this "hour of memory."

The meeting, presided over by President Bill Arthur, was attended by large delegations from the New Jersey Professional Chapter and the newly-organized chapter at Columbia University.

President Scripps Has Busy Schedule of Fall Meetings

President E. W. SCRIPPS II of Sigma Delta Chi has been winding up his official year with a busy schedule of meetings in Pennsylvania, Alabama, Georgia, Tennessee, and Ohio.

In September, Scripps addressed the Pittsburgh Chapter and participated in the dedication of the Benjamin Franklin historic site in Philadelphia.

His October schedule included these meetings: October 9, Alabama Chapter in Birmingham; October 10, Atlanta Chapter; October 12, University of Tennessee Chapter in Knoxville; and October 17, Cleveland Chapter.

Mayor Tells of TV Help



Mayor Samuel W. Yorty (center) of Los Angeles told the Los Angeles Professional Chapter that television helped him more than the press in his recent surprise victory. With him are Joe Quinn (left), one of four former newsmen chosen by the new mayor for key administrative positions and Henry Rieger, chapter president, who is Southern California-Arizona news manager for UPI.

SDX Members Hail New Addition for Milwaukee Journal

Three Sigma Delta Chi members participated in the recent laying of the cornerstone of the Milwaukee Journal's multi-million dollar six-story addition.

HARRY J. GRANT (Wis. Prof. '41), chairman of the board of directors, sealed into the stone a variety of booklets and documents, the action taking place on his 80th birthday. Other SDX members participating were IRWIN MAIER (Marquette Prof. '51), publisher; and LINDSAY HOBEN (Marquette Prof. '52), editor.

Gilbert Forbes Dies; Veteran Newscaster

GILBERT FORBES (Ind. Prof. '59), 57, a radio newsmen for more than 25 years and the first television newscaster in Indiana, died recently in Indianapolis.



Gilbert Forbes

Forbes became ill with a respiratory ailment last October and suffered a stroke May 21. He had been on leave of absence from WFBM-TV.

One of the busiest men in radio and television, he had 37 quarter-hour shows a week from 1950 to 1956. His presence was at its best in the "Test the Press" quiz of Indiana newsmen which he created and produced and on which more than 400 Hoosier journalists appeared from 1949 until 1955.

Lens Views of Chapter News



Gov. Elmer L. Andersen of Minnesota faces cameras and reporters at his first press conference in the new quarters of Minnesota Press club in the Radisson Hotel, Minneapolis. Completed at a cost of \$150,000, the clubrooms were dedicated September 30 when Gov. Andersen was admitted as the club's first honorary member. Minnesota chapter of Sigma Delta Chi, which held its first fall meeting in the club's private dining room, is one of the first groups to arrange to use the facilities on a regular basis.



Ten new members were initiated into the Florida East Coast Professional Chapter in Fort Lauderdale. They are (from left), REAR: Michael M. Hauser and William A. Mullen, both of the Fort Lauderdale *News*; Harry T. Jones, Miami *News* Broward County Bureau; John C. Gerard, Fort Lauderdale *News*; and Harvey A. Call, *Sun-Sentinel*; FRONT: Wilson W. Tarleton, Fort Lauderdale *News*; Richard C. Meyer, Miami *Herald* Broward County Bureau; Dale Pullen, Hollywood *Sun-Tattler*; Harry H. (Buck) Kinnaird, WFTL-Radio; and Kenneth J. Smith, Fort Lauderdale *News*. Initiating officers were Warren K. Agee, executive officer of SDX; Mike Morgan, chapter president; Joe Rukenbrod, vice-president; and Don Cuddy, secretary. Jack Kasewitz, president of the Greater Miami chapter, performed the duties of guide.



The role of modern newspapers was discussed by Larry S. Fanning (GMIA Prof. '50), executive editor of the Chicago *Sun-Times*, before the September meeting of the Milwaukee Professional Chapter. Fanning is shown with James Meyer (left), chairman of the chapter executive council, and Lucas Staudacher (right), president of the chapter.



Virginia's Governor J. Lindsay Almond, Jr. chats with officers of the Richmond Professional Chapter prior to address, "Four Years with the Press," at Richmond. Left to right: Robert Byler of Reynolds Metals Company, secretary; Overton Jones, associate editor of The *Times-Dispatch*, president; Governor Almond; and Larry Gould, picture editor of the *News Leader*, treasurer.

Sigma Delta Chi Men on the Move . . .



Fr. J. L. Magmer



Daniel Upham



Paul Swensson



J. M. Sutherland



J. J. Wuerthner



C. L. Keeton

DANIEL M. UPHAM (Minn. Prof. '58) has been appointed managing editor of the Minneapolis *Evening Star*. Upham, who has been executive assistant to BOWER HAWTHORNE (Minn. Prof. '48), *Star* and *Tribune* executive news editor, succeeds PAUL SWENSSON (Minn. Prof. '47), who has been appointed executive director of the Newspaper Fund, Inc., supported by the *Wall Street Journal* to encourage and develop better talent for journalism. Swensson has been managing editor of the *Star* since 1956 and was managing editor of the *Tribune* from 1950 to 1956.

The REV. JAMES L. MAGMER, S.J. (Iowa '58) was named chairman of the department of journalism at the University of Detroit. He joined the faculty in 1958. A native of Ludington, Mich., Fr. Magmer received a master's degree from the School of Journalism of the State University of Iowa and also holds degrees from Xavier University, West Baden College, and Loyola University of Chicago.

JAMES M. SUTHERLAND (Chi. Prof. '58) has been appointed eastern region public relations manager for the Goodyear Tire & Rubber Company, with headquarters in New York. A veteran newspaper and magazine editor, Sutherland was associated with Carl Byoir & Associates, Inc. for four years before joining Goodyear.

J. J. WUERTHNER, JR. (Mont. '49) has been appointed vice president-assistant to the president of Hagen Industries, Corona, N. Y., working in the marketing and public relations areas. He edited the Phillips

County News, Malta, Mont., and also worked in the advertising department of the *New York Times* while attending graduate school at New York University.

J. ALEX ZEHNER (Pa. State Prof. '37), veteran Pittsburgh newspaperman, has joined the staff of Western Pennsylvania Conservancy as educational director. For many years city editor and later managing editor of the old *Sun-Telegraph*, Zehner left Public Relations Research, Inc. for his new position. He is the first full-time salaried officer in the Conservancy's history.

CHARLES LEE KEETON, JR. (Mo. '58) has been selected to serve a year's internship on an Asian newspaper. He will become managing editor of the Bangkok *World* in Thailand, chosen by Journalism Dean Earl F. English of the University of Missouri and the faculty after the English-language newspaper appealed to the School of Journalism for a graduate to take a key position. The Overseas Press Club of New York City provided a grant covering Keeton's transportation expenses to and from Thailand.

Purely Personal About Members . . .

DR. FLOYD C. SHOEMAKER of the State Historical Society of Missouri, Columbia, Mo., was recently named one of the 22 members of the Academy of Squires in Missouri. He is a Wells Memorial Key honoree (1941); and a life member of SDX, and was chairman of the National Historic Sites in Journalism committee from its establishment in 1940 until his resignation in 1949.

WILLIAM BECKER, president of William Becker, Inc., of Philadelphia, public relations consultants, has been appointed to the Board of Managers of Temple University's School of Business and Public Administration Alumni Association.

JOSEPH SALTMAN (So. Calif. '61) of Alhambra, Calif. was named to receive the Seymour Berkson Memorial Scholarship at the Graduate School of Journalism at Columbia University. This \$1,000 scholarship honors the former general manager of the International News Service who later became publisher of the *New York Journal-American*.

FRED MENDENHALL (So. Calif. Prof. '53), managing editor of *The Valley News*, has been elected a national director of the Navy League of the U. S. and is public information officer for the Pacific (11th) area. He writes about the Navy, too, in his personal column, "Shafts," in the *News*.

SDX Reinstatement Offer Still Good

More than 300 members have taken advantage of Sigma Delta Chi's reinstatement offer.

Those members who have allowed their national dues to fall behind may still get back into good graces by sending \$5 (reinstatement fee) plus \$10 (current dues) to SDX National Headquarters, 35 East Wacker Drive, Chicago 1, Ill.

This arrangement expires on Dec. 31, 1961.

Payment should be made by check rather than by cash.

New Professional Members of SDX:

CALIFORNIA—Richard P. Hall, Brawley News.

GEORGIA—Kenneth E. Palmer, Savannah Evening Press; Duane A. Hatch, WSGA Radio.

HAWAII—George Chaplin and Edward J. Greaney, Jr., Honolulu Advertiser; Stewart E. Fern, Hawaii State Newspapers; Eugene T. Sode, Army Times.

NEW YORK—Johnathan Rinehart, Time, Inc.

OHIO—William F. Baird, Gongwer Service, Columbus; Nelson S. Bulkley and Robert B. Smith, Columbus Dispatch; Bud Harsh, Times Recorder, Zanesville; Richard A. Howell, WBNS-TV, Columbus; Robert G. Moore, Ohio State Medical Journal, Columbus; Stuart Saunders, Toledo Blade.

NEW ENGLAND—Walter R. Beard, AP, Boston.

TEXAS—David E. Knapp and Orvil G. Nieman, Lamesa Daily Reporter; Jack Sheridan, Lubbock Avalanche-Journal; Gerald D. Tarpley, KFYO radio, Lubbock.

Bernard Kilgore Receives Lovejoy Award at Colby

BERNARD KILCORE, president of the *Wall Street Journal* and a Fellow and Wells Memorial Key recipient of Sigma Delta Chi, has been selected by Colby College of Waterville, Me. to receive its Elijah Parish Lovejoy Award for 1961. He will accept it on November 9, addressing a convocation.

Kilgore, who won a Pulitzer Prize for distinguished editorial writing, is the tenth recipient of the award.

Cameron Promoted

TOM CAMERON (So. Calif. Prof. '54) is the new real estate editor of the *Los Angeles Times*, succeeding Al Johns, now with an advertising agency.

Cameron has been with the *Times* for 24 years, is a past president of the Los Angeles Professional Chapter of SDX and was its representative on the California Hall of Fame selection committee this year.

Honors for the Major



Gold oak leaves are pinned on Maj. Ben H. Scarpero (right), SDX of Louisiana State University '40, by Col. Dean E. Hess, Chief of Information for Fifth Air Force at Fuchu Air Station near Tokyo, Japan. He has served as Chief of the Public Information Division of the Fifth Air Force Office of Information since August, 1958.

Detroit Chapter Salutes Athletes

A "Salute to Sports" program was the kickoff for the Detroit Professional Chapter's new season. The city's major league teams were represented at the speakers' table by Phil Cavarretta and Hal Middsworth, of the Tigers; Roy Macklem, of the Lions; Jack Adams and Sid Abel, of the Red Wings, and George Maskin and John Egan, of the Pistons.

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FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 67 E. Madison, Chicago, Illinois.

Copley Gets VFW Award

JAMES S. COBLEY, chairman of the Copley Newspapers and honorary president of SDX, received the Veterans of Foreign Wars Gold Medal of Merit and citation from the VFW commander-in-chief during the organization's recent annual convention in Miami, Fla.

The award to the publisher of 15 Southern California and Illinois daily newspapers is the highest the VFW bestows. Copley, a Navy veteran of World War II, told the VFW convention that newspapers and other media of communication must redouble their efforts to protect American traditions and the American way of life from the onslaughts of communism.

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Subjectively Speaking . . .

by EMMETT PETER, JR.

NOW THAT America is "image" conscious, why are conventions held in such prosaic places as Atlantic City or Miami Beach? Surely organizations could be imaginative and find a locale with a name more in keeping. For example—

Success Luncheon of Alcoholics Anonymous, Stillwater, Okla.

General Motors Drag Race Assn., Chevy Chase, Md.
Poultryman's Production Assn., Two Egg, Fla.

U. N. Disarmament Council, Council Bluffs, Iowa.

Let's have more nominations. This column offers, for each printed "convention site," one genuine press release from the N.A.M.

★ ★ ★

JUST AS IMAGES change, so does the vogue in storytelling. O. Henry's yarns carried an odd twist delayed until the last so that the bug-eyed reader put the book down and said, "Well I'll be damned." Today it is ironic that the O. Henry short story awards are going almost entirely to the "storyless story" known as a vignette. This technique is supposed to depict a vivid slice of life, with sharp characterization but no beginning or end in the old tradition. This doesn't please the O. Henry fans, who like a story to say something. When the old-timers finish a modern short story, they don't say "I'll be damned." Instead, they simply say, "damn!"

★ ★ ★

THE DOCTORS took time out from tonsils and viruses not long ago to review their public image. According to the American Medical Association News, Pierre Martineau of the Chicago Tribune spoke on his belief that people act toward an image of things and ideas far more than they act toward reality. Martineau led two panels in a discussion of how people see doctors and why they see MD's in that manner.

This is my doggerel version of the new concept—

Existential Medicine

I

A surgeon named Thaddeus Fusion
Was viewed by the world as illusion,
Until he got fresh
And a scrub-nurse named Hesch
Dealt Fusion's right eye a contusion.

II

I'll be, said the nurse, deferential
And consider this thing existential—
My pinched knee a fantasy;
Your shiner, it's plain to see—
Of reality is merely extensional.

★ ★ ★

WHO'S THE MOST versatile member of Sigma Delta Chi?

Edwin T. Grandy, Mill Valley, Calif., asks the question and then nominates his friend John Milton Hagen, founder and first president of the Stanford Chapter of SDX.

John Hagen attended Stanford and served at the same time as city editor of the Palo Alto Times (quite a juggling act in itself). After writing a prize operetta at college, Hagen invaded Tin Pan Alley, joined ASCAP and has turned out no fewer than 600 tunes under the pseudonym of Sterling Sherwin.

As though journalism and song-writing couldn't keep him busy, Hagen now turns to another field with a volume of

verse provocatively titled *The Shrewd Nude* (Barnes, N. Y., \$2.95), just off the press. The book brought bouquets from Somerset Maugham, Ogden Nash and Eleanor Roosevelt, but Jimmy Durante was the most touching tribute: "John Milton Hagen's voices are OK in my own book too. And in my dictionary his choise, toise, revoise voice is fabulatious, collisical, stupendicular and—if I may add a pun—funicular!"

★ ★ ★

EVEN THE PR boys are getting into the image act. The following is quoted from *Public Relations News*:

"Provision should be made at once for including in every battalion of the Peace Corps a PR representative."

In order to help along this cause, I've composed some correspondence that might take place between echelons of the Peace Corps PR Department—

INTER-CORPS MEMORANDUM

From Leslie Fuddle, Chief of Public Relations

To Karachi Office:

In finalizing monthly PR report, I find that the public image of the Peace Corps hybrid corn instruction program is not what it should be. This office was fortunate in obtaining, for a mere \$35,000 fee, the services of Elmer Stringfellow Research Unlimited, Ltd., to conduct a spot survey on Fifth Avenue at 35th Street during the 5 p.m. rush hour.

Out of 3,457 subjects interviewed, it is significant that 78 per cent did not know the meaning of hybrid corn. Of the respondents, 41 per cent defined hybrid corn as rural tunes played by non-union musicians, and an additional 24 per cent thought it was the brand name of corn pudding included in their TV dinners.

This means, of course, we are not getting our message across, Karachi office must act to crystallize the image. I called the boys together in GHQ for a THINK session. Karachi must have more cheesecake. Have farmers hold a colorful folk festival and elect "Miss Hybrid Corn 1961." Notify CBS and NBC-TV in Calcutta. For festival color, concentrate on mellow, pipesmoking farmers. Get plenty leg-art of Miss Hybrid. This office trying to arrange 20th Century Fox audition. Report immediately.

—LESLIE FUDGLE, Chief, PR

MEMORANDUM, KARACHI OFFICE

To Mr. Leslie Fuddle, Chief, PR:

Plan impossible; modesty forbids leg-art for unmarried native girls; farmers too busy with cultivation to stage festival. Nobody interested in 20th Century Fox. Await further advice.

ROBERT Q. AMOS, Chief, PR, Karachi Peace Corps

CABLEGRAM

ROBERT Q. AMOS, KARACHI

PARK AVENUE AGENCY SENDING BY JETLINER SUSIE JONES, MODEL WITH ORIENTAL FEATURES AND AUTHENTIC PAKISTANI WARDROBE. FOLLOW THROUGH WITH PLANS.

—FUDGLE

CABLEGRAM

ROBERT Q. AMOS, KARACHI

DISREGARD PREVIOUS CABLEGRAM. PLANS OFF. STRINGFELLOW RESEARCH NOW SHOWS 82 PCT. RESPONDENTS FAMILIAR HYBRID CORN. NEW SAMPLING TAKEN ON POSTOFFICE CORNER DES MOINES.

—FUDGLE



A corner of the new Cities Service petrochemical plant at Lake Charles, La.

Cities Service on the move

Even without visible motion—action! The shining towers and conduits of this new orthoxylene plant symbolize Cities Service progress in the expanding field of petrochemicals.

Chemists know that petroleum is a great storehouse, laden with materials vital to today's industry—resins, plastics, dyes, pharmaceuticals—only the

imagination can complete the list. To make the best possible use of this abundance through an ever-increasing flow of new and better petrochemical products—*Cities Service is on the move!*

CITIES  SERVICE

University Microfilms
313 N. First Street
Ann Arbor, Michigan

INTERCONNECTING AND POOLING:

GIANT CONNECTING LINKS—KEY TO VAST POWER TODAY AND FOR THE FUTURE

America has such links right now, due to the foresight of the investor-owned electric light and power companies. With many more to come—fast.

The investor-owned companies are well under way with a giant program of power transmission expansion. This program includes new ultra-high voltage lines—among the most powerful in the world—and it will be ready to meet any demand for electricity, anywhere in the nation.

America's investor-owned electric companies pioneered in interconnecting transmission lines and pooling power sources more than 40 years ago. Today, their transmission networks are in every section of the country. These networks include 280,000 miles of lines, connecting billions of dollars worth of plants.

The new plants and lines are being built through an over-all plan that means all can work together. Still more communities...bigger areas...states and groups of states...will share in the benefits of "power pools." The new heavy-duty

ultra-high voltage lines will link pool to pool in the most flexible and resourceful power system the world has ever known.

The networks can relay electricity from New England to Texas, if need be. From the tip of Florida to the Great Lakes. *Almost anywhere.*

Such pooling helps keep rates low, because all users in a pool can benefit from the savings of the newest, most efficient plants. Service becomes still more dependable; if one plant is shut down by an emergency, others can instantly send power in.

Interconnecting and Pooling of power, on an ever-growing scale, is another example of performance and planning by the investor-owned electric light and power companies.

It is just *part* of their nationwide program to increase America's electric strength.

The nation can depend on these companies. They will be ready to meet all the additional power needs of the future.

Investor-Owned Electric Light and Power Companies

Company names on request through this magazine

Keep America Powerful

